

**South Park Stakeholders Group – Board of Directors Meeting  
Thursday, January 23, 2013, 5:30 PM  
1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:** Robin Bieker, Bob Buente, Shelby Jordan, Terri Toennies,  
Richard Wu, Nate Nusbaum  
*Absent: Martha Saucedo, David Galaviz*

**Staff/Contract:** Jessica Lall, Amanda Irvine

**MINUTES:**

**Chairman of the Board, Robin Bieker, called the meeting to order at 5:31 PM**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Public Comment</b>	None	<b>No action taken</b>
<b>Review and approve November 2013 Minutes</b>	<i>Tabled</i>	<b>No action taken</b>
<b>Secretary – Treasurer Update (Bob)</b> 1. Review and adopt Corporate Resolution of BID owners 2. Review and approve costs to replace carpet & front of office design	1. SPSG needs to adopt a corporate resolution which states that the Executive Committee can act as owners of the “company”, and can make all corporate decisions on behalf of the Board. Any of the Executive Committee members can sign a check, but all would need to sign something such as bank account change. This is the enabling document. 2. We have some capital funds left over, and would like to replace the carpets and replace with hardwood floors, and make the front more welcoming. Many people have complained that the building looks uncared for and is hard to find.	1. <b>Nate motions to adopt the corporate resolution, Bob seconds, all in favor, none opposed.</b> 2. <b>Richard motions to move this decision to the Executive Committee, Robin seconds. All in favor, none opposed.</b>
<b>Executive Director Report (Jessica)</b> 1. Strategic Goals for 2014 2. New BID Establishment Update 3. Office Manager Update	1. The budget and goal categories listed align with the Management District Plan, which represents our contract with the City. (See Board packet for the 10 main strategic aims, and a grid of the specific goals within those categories.) For example, SPBID is hoping to engage property owners on Hope St. in a directed meeting every other month, leverage the access created by DOT’s People St, get Pico designated as a Great Street, become involved in Downtown Community Plan, etc. We do not need to get caught up in writing letters or being publically in support of projects, but can facilitate conversations	1. <b>Terri motions to create new urban design and development committee, Bob seconds, all in favor, none opposed.</b> 2. <b>Bob motions to have a person in the</b>

	<p>and connecting. Where the BID can be more proactive is collecting the variety of opinions in the district, and providing a summary of such feedback to entities such as DLANC. <b>Jessica</b> proposes a monthly EBO committee that alternates as an urban design and development committee, and a Hope St. specific committee. It can also be the home of many of the physical intervention projects within the BID purview. <b>Robin</b>: Its important to include people from residential buildings in this. <b>Shelby</b>: This is a good idea, because when people come in to speak at Board meetings, 90% of the public comments on them are specific grievances about the projects that don't need to take up Board. <b>Jessica</b>: We're going to call it EBO because it falls into a budget category.</p> <p><b>Jessica</b> explains the necessity of hiring a consultant to evaluate all empty building in the district and organize temporary uses for them. <b>Terri</b>: Wouldn't you always need someone in this position? <b>Shelby</b>: I see it as something the BID may generate but not hold all the data for – just get it started and then let business run its course. <b>Nate</b>: Do you see this as a business attraction arm of the BID? <b>Jessica</b>: I see this and the new committee as building the infrastructure to potentially be something like this, but not necessarily; more partnering small property owners and getting the dialogue started. <b>Nate</b>: Does the BID have legal counsel? <b>Jessica</b>: Yes, Don Stier, who is the legal counsel for most BIDs. <b>Bob</b>: Right now we need to start a database of these properties; as we move forward we'll see what services we need.</p> <p><b>Shelby</b>: Maybe assigning ownership to each of these strategic aims, that we can outline in a quarterly summary, with snapshots on the progress. <b>Nate</b>: Maybe there are too many? <b>Bob</b>: some of these are more regular work versus special projects. <b>Shelby</b>: Lets pick the key ones for the year.</p> <p>2. SP is undergoing a plan to establish a new BID between ours and the Fashion District. A steering committee has been established, and this is a potential new revenue source for the SPSPG. Timeline was to have the services start in Jan 2015, but it might be delayed until July 2015. It would be a separate BID until we sunset, with the possibility of joining together in 2018.</p> <p>3. We've hired a phenomenal office manager, she will start next Monday. We went through a very intense interview process.</p>	<p><b>business attraction role as a temporary position, Robin seconds, all in favor none opposed.</b></p>
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<b>COMMITTEE REPORTS</b>		
<b>DISI (Terri Toennies)</b> 1. Review final sponsorship deck, January press release 2. SPBID Sponsorship Policy Discussion 3. Review and approve banner designs and sponsorship 4. Entertainment survey update	1. Last year we on ad-hoc basis were approached by organizations to give money – sometimes the Board approved and sometimes we did not. Should SPBID be giving financial donations to anyone? If we decide to, do we use assessment dollars or unrestricted funds? If so, should set a yearly limit? We also have many in-kind contributions we can give/lend, which can count as sponsorships we well.  <b>Terri:</b> What aspects of an event are people looking for cash? <b>Jessica:</b> It has run the gamut, from hard costs to sponsorship goals. <b>Terri:</b> It seems that it would open a large can of worms to do this at all; our use could be more in making connections to businesses that can give money. <b>Bob:</b> ULI has marketing and public relations dollars, and we have marketing and public relations dollars in the BID. Isn't this part of what we should promote? <b>Terri:</b> Is a 5K on the same spectrum as a ULI event? <b>Bob:</b> Sure, they just have to fall into the BID's aims and within its physical bounds. <b>Jessica:</b> I think maximum we would have about \$5,000 a year for this. <b>Terri:</b> Is there a way that we can set up a procedure? <b>Jessica:</b> DLANC does this on a rolling/yearly basis. <b>Shelby:</b> The source for the dollars is important – people may have a problem with assessment dollars going towards these. Also, do other BIDs do a significant amount of this? <b>Jessica:</b> Many don't, and those that do primarily use non-assessment. Also, do we give the money to another org or do we use it for a program we control. <b>Bob:</b> Case by case basis OK? <b>Shelby:</b> Do the applications increase over time? Do we get to be a popular place to get cash? <b>Richard:</b> I would feel uncomfortable knowing that my assessment dollars are going towards a specific event. 2. Amanda will email out the designs and get feedback on the banners. 3. We've put out an entertainment survey and got great feedback on next steps.	1. <b>Nate motions to table and move the issue of the BID sponsoring others to the DISI committee, Bob seconds, all in favor, none opposed. (Marketing committee in March, Board in April.)</b> 2. <b>Bob motions to allocate final decision on the Sponsoring of others orgs/events to ED. Motion is tabled.</b>
<b>SOBO (Bob Buente)</b> 1. Security staffing update 2. Maintenance staffing update 3. Accendo database update / demonstration	1. We are hiring an additional security officer who will be a flex officer, working with the kiosk or patrolling as necessary, focus on special operations. They will start looking for someone ASAP. 2. We have new clean supervisors. 3. <b>Amanda</b> presents on where Accendo database is and next steps.	<b>No action taken</b>
<b>New Developments</b> Amacon, Fig Central, Fig South, Hope St. Hotel	Tabled	<b>No action taken</b>

<b>Director Planning &amp; Communication Update (Amanda)</b> Project & Policy Briefs	<b>Amanda</b> has created a policy brief on the My Figueroa project, and will be creating project and policy briefs for meetings in the future to keep the Board apprised of local issues.	<b>No action taken</b>
<b>Review and Training of BID practices and Brown Act Policy</b>	Tabled	<b>No action taken</b>
<b>Other Business</b>	Budget Year in Review will happen at next meeting. Nate: If anyone needs parking in the hospital, let him know.	<b>No action taken</b>
<b>Next Meeting</b>	February 20, 2014	<b>No action taken</b>

**Robin adjourns meeting at 7:20 PM**

**NEXT STEPS:**

- **Jessica will:**
  - Move forward with the Executive Committee
  - Move forward with office improvements from Capital Fund
  - Move forward with EBO/Urban Design and Development Committee
  - Reduce directives for 2014
- **Amanda will:**
  - Send the Board banner designs and collect feedback
  - Prepare sponsorship info for DISI Committee meeting
  - Keep moving forward with Accendo
  - Continue to prepare project/policy briefs as necessary

**Minutes taken by Amanda Irvine, staff**